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CONSUMER TIME  
TENTH ANNIVERSARY

NETWORK: NBC

DATE: June 12, 1943

ORIGIN: WRC

TIME: 12:15-12:30 P. M. EDT

(Produced by the Food Distribution Administration of the Department of Agriculture this script is for reference only, and may not be broadcast without special permission. The title, CONSUMER TIME, is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

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1. SOUND: CASH REGISTER...RINGS TWICE...

2. MAN: (SIMPLY) This is CONSUMER TIME.

3. SOUND: MONEY IN TILL...CLOSE DRAWER...

4. WOMAN: That's your money buying food.

5. SOUND: CASH REGISTER.

6. MAN: That's your money paying for a home.

7. SOUND: CASH REGISTER.

8. WOMAN: That's your money buying clothes.

9. MAN: Buying you a living in wartime.

10. SOUND: CASH REGISTER...CLOSE DRAWER...



11. VOICE: The Consumer News of the Week - interpreted by your consumer reporter, Johnny Smith —
12. JOHN: The big news — straight from Washington!
13. VOICE: (ON FILTER) CONSUMER TIME celebrates celebrates tenth anniversary.
14. JOHN: Yes, this program has been on the air for ten years now—the oldest Government radio program planned especially for consumers, and we've planned an extra special broadcast for you today to celebrate. Among our distinguished guests at this tenth birthday party will be —
15. MAN: Chester C. Davis - War Food Administrator - speaking from Washington.
16. WOMAN: Mrs. John L. Whitehurst, President of the General Federation of Women's Clubs - speaking from Chicago.
17. MAN: Mr. Frank Mullen - Executive Vice President of NBC - speaking from New York.
18. JOHN: And right here in our studio is a man who helped start these consumer broadcasts ten years ago - and appeared on the very first program. Mr. Morse Salisbury, now Deputy Administrator of the War Food Administration, Mr. Salisbury.....
19. SALISBURY: Greetings, Johnny. And a very happy birthday to CONSUMER TIME.



20. JOHN: Thank you, sir. And I'd like to introduce the consumer who represents our listeners on this program — Mrs. Evelyn Freyman —
21. SALISBURY: How do you do.
22. FREYMAN: How do you do, Mr. Salisbury. I wish I'd heard that first broadcast — ten years ago.
23. SALISBURY: I don't know how many people heard that, Mrs. Freyman. Certainly not as many as listen in today.
24. FREYMAN: What was that first program like?
25. SALISBURY: Just an interview really — between me and the new Consumers' Counsel who had just been appointed — Dr. Frederick C. Howe.
26. FREYMAN: What did you talk about?
27. SALISBURY: The consumer's role in national recovery. You see, the consumer — in fact, the whole country — was in quite a different predicament ten years ago from what we are today. If you'll remember way back then — to 1933 — you may recall some of our troubles —
28. CAST: LOW MURMUR OF WORRIED VOICES.





29. NEWSBOY: (OFF, SHOUTING) Extry! Banks close! Read all about it!
30. 1ST WOMAN: (ON MIKE, WORRIED) The banks are closing! What will happen to our money?
31. NEWSBOY: (OFF) Extry!
32. 1ST MAN: (ON MIKE, LOW) Hey, Buddy - can you spare a dime?  
(PAUSE. URGENT) I really need it. I been outta work for two years.
33. NEWSBOY: (OFF) Read all about it!
34. 2nd WOMAN: (ON MIKE) We're farmers - Zeb and me. We been helpin' to feed this nation all our lives. But we can't afford to go on producing food if it's going to go to waste. Something's got to be done.
- (PAUSE )
35. ANNOUNCER: (ON RADIO EFFECT FILTER) And on this new consumer radio program starting today - June eighth, 1933 - Mr. Morse Salisbury and Dr. Frederick C. Howe will discuss the part that consumers will play in the great plan for national recovery from the depression - Mr. Salisbury -
36. SALISBURY: (ON RADIO FILTER) The main job of consumers in 1933 will be to check on prices - to make sure that they don't go up too fast and too high.



37. WOMAN:

How, Mr. Salisbury? What can we do?

38. SALISBURY:

You can keep a record of how much you pay for the basic things you buy. Like bread - and cotton cloth. If you find them rising too rapidly, ask your store-keeper why. And watch for facts which your Government will put out from time to time concerning prices. If the prices you have to pay don't match up with these facts, then let us know. Your Government needs your help if we are to build a better future together. (PAUSE, WHILE SALISBURY SWITCHES FROM FILTER TO CAST MIKE.) And that's how these consumer programs started -- ten whole years ago - to get helpful information from Government to consumers - so you in turn can help your Government build a better America.

39. FREYMAN:

Well, Mr. Salisbury - I think that's why this program has stayed on the air for ten years. Because we've felt we can depend on Consumer Time for the straight facts.

40. SALISBURY:

And, one reason we've been able to give you the straight facts Mrs. Freyman, is that the requests for this information have come directly from you women. In fact, during the first eight years this program was on the air, the General Federation of Women's Clubs helped us present it. But suppose we let their President, Mrs. John L. Whitehurst, tell about that?



41. FREYMAN:

Fine.

42. SALISBURY:

She's standing beside a microphone right this minute -- in Chicago. Mrs. Whitehurst -- do you remember how the Women's clubs happened to start working with us on CONSUMER TIME?

43. WHITEHURST:

Well, of course I wasn't President at that time -- back in 1933. Mrs. Grace Morrison Reynolds headed our organization then. But I do remember how these consumer programs started. You see, the General Federation of Women's Clubs was very much interested in consumer problems. Since women bought eighty-five percent of all consumer goods sold in the United States, we wanted to know more about what we were buying -- how much it should cost, and how we could tell the quality of things.

So we asked NBC to let us have some time on the air to broadcast these facts to our members and other homemakers. But then -- when we got the time -- we didn't have the facts. So we went to the Consumers' Counsel in the Department of Agriculture and asked him if his office would provide us with material for these weekly broadcasts. He provided us not only the material, but with a speaker too, and that's how CONSUMER TIME was born. For nearly eight years the program included a

(more)



43. WHITEHURST:  
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man from the Department of Agriculture and a woman from the General Federation of Women's Clubs. So - if the Department is the father of this program, certainly we can be said to be its mother. We helped to bring it into being, and we have helped it grow.

No radio program today can render a greater service to homemakers than by helping them and their families make the necessary adjustments to wartime living, and that's exactly the job being done by CONSUMER TIME. We members of the General Federation of Women's Clubs are happy and honored to have mothered this program to the point where it can stand on its own feet and play so effective a role in the fight for victory. We hope that in the next decade CONSUMER TIME may have an even greater growth and usefulness to women in a prosperous and free American - in a world at peace. And now I return you to Mr. Salisbury - in Washington.

44. SALISBURY:

Thank you, Mrs. Whitehurst. And I'm sure we can count on your club members to stand by and continue to give this program their helpful support in solving consumer problems.

45. FREYMAN:

I think we can depend on all our listeners, for that, Mr. Salisbury.





46. SALISBURY:

I believe you're right there, Mrs. Freyman. One of the most reassuring things about this program -- over all of these years -- has been the response we've had from our listeners.

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Sometimes, you know we'd get a bit discouraged and wonder if it was really worth while -- trying to get the facts across -- trying to help the consumers to help themselves. And then -- suddenly -- we'd get a letter like this one that came in November, 1935. ---

47. WOMAN:

You told us how to get vitamins into the budget, and I'm making use of your advice all the time now -- with what I think is success. I wish that every consumer and housewife could have your help in supplying these important values.

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48. SALISBURY:

That sort of letter made us realize that what we were saying on CONSUMER TIME was important -- that we were having an effect on the lives of the people in this nation.

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49. FREYMAN:

I think CONSUMER TIME has had a tremendous effect, Mr. Salisbury. If you'd like more proof -- I have a whole sheaf of letters here from our listeners.

50. SALISBURY:

All right ---

51. FREYMAN:

Well, here's one from Seattle, Washington ---



52. OLD WOMAN:

I enjoy your programs very much, though I'm an old woman, long without a home. The young housekeepers should be very grateful for your endless helps to them. I am greatly interested in anything that can help progress, and I would be very glad to receive any leaflets that I can use in the city or pass on to others. This is a jumbled letter - written while I am listening to my best friend, the radio. It's my family.

53. FREYMAN:

And - just to show you the variety of our listeners - here's a letter from Missouri —

54. GIRL:

Dear Sirs.... I was sitting in the rocking chair listening to your program about wild greens. I enjoyed it very much. It was very patriotic. If we can't get foods that we want, take a substitute. I am only twelve years old.

In school I win a twenty-five cent war stamp each quarter for being an expert speller. I try to learn so I can be of use when my country needs me. Please send me your tips on greens, so I can let the soldiers have other food.

55. FREYMAN:

The spelling in this letter, incidentally, is perfect. And here's another one - from a listener in Florida.



56. FLORIDA WOMAN: For a long time I've meant to write and express my appreciation for your very fine program. I listen in every Saturday and truly feel I have learned more worthwhile things from CONSUMER TIME than any other program I ever listened to. I'm not a new housewife, but always feel proud to learn a more efficient way of managing my household.

57. FREYMAN: And a letter from Kodiak, Alaska - and from a man, at that!

58. MAN: I heard your program rebroadcast by transcription over station KPO, San Francisco, at two A.M. our time on May 5th, 1943. I'm very much interested in receiving one of your vitamin charts. If possible, I'd like to get half a dozen and place them around the stores in this community

- - - - - to help the people here with their food problems. I'm  
 .  
 C enclosing some air mail stamps, so you can send the  
 U  
 T charts to me more quickly. The regular boat mail  
 .  
 - - - - - sometimes gets held up for months.  
 .

59. SALISBURY: That is thrilling - to know that CONSUMER TIME is doing such an important job - so far away from this microphone.



60. FREYMAN: And apparently, Mr. Salisbury -- though the nation's problems have changed a good deal in these past ten years -- our consumer problem remains pretty much the same.-----

----- how can we best feed, clothe, and house our families?

61. SALISBURY: True -- they're still the same basic problems --

62. FREYMAN: Only they're harder to solve now -- in wartime, and thanks to CONSUMER TIME -- we're doing pretty well.

63. SALISBURY: I'm glad to know the program is still giving you the facts you need. That's our job -- to see that you get them.

64. FREYMAN: Well, what about our job -- as consumers in wartime?

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How would you say it compares with the consumer's job of ten years ago?

65. SALISBURY: I think our War Food Administrator -- who's sitting right here in the studio ought to answer that question. Have you met him -- Chester Davis?

66. FREYMAN: No, I haven't.

67. SALISBURY: Well, Mr. Davis -- I'd like to present our consumer representative, Mrs. Evelyn Freyman --

68. DAVIS:  
FREYMAN: How do you do.





69. SALISBURY:

And -- our other CONSUMER TIME listeners --

70. DAVIS:

I'm glad to have a chance to say hello to you consumers -- and congratulations on the job you're doing in managing food in wartime. Ten years ago, when this program started, American food was not getting to all the families that needed it because some didn't have the buying power. Today we have the buying power in many more families than ever before. But even though we have enormously increased our output of food, there isn't enough to provide all of some things that all the consumers want. We have to feed armed forces and allies as well as civilians. The civilian supply is adequate, but not composed of just the same foods we have been accustomed to using. We have learned a lot about the science of food. Armed with the facts about nutritive values, you can feed your family well from the wartime food supply.

71. FREYMAN:

Then our job today, Mr. Davis, is to learn more about food -- so we can keep our families strong and healthy.



73. DAVIS:

That's certainly an important job in wartime. Another is to abide by the rationing rules and watch your ceiling prices. Ten years ago you consumers were asked to keep your eye on prices - to make sure they were fair - and that is important today. It's part of the battle all of us are waging to stabilize the cost of living and prevent an inflation that would hurt us in the war and afterward.

73. FREYMAN:

Then we have a double job - to learn about food, and to watch prices -- all prices.

74. DAVIS:

That's right. But that isn't all. You need to know quality - so you won't be fooled by prices. Very important is knowing how to conserve food and the other goods you use. Waste is intolerable in wartime.

75. FREYMAN:

Seems to me, Mr. Davis, that all these jobs might be bound up in the Consumer Pledge we had once on this program.

76. DAVIS:

What was that pledge?

77. FREYMAN:

"As a consumer in the total defense of democracy, I will do my part to make my home, my community, my country ready, efficient, and strong. I will buy carefully. I will take good care of the things I have. I will waste nothing."



. 78. DAVIS:  
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That's it. That - in a nutshell - is your job, until  
victory is won.

And our job - as sponsors of CONSUMER TIME - is to  
provide you with the facts that will help you do your  
job as well and as easily as possible. I think I  
can pledge that we will continue to do that - as long  
as this program stays on the air.

And right here I'd like to pay tribute to a third  
party in this triumvirate that has kept these CONSUMER  
TIME broadcasts going for ten long years. And that's  
the National Broadcasting Company. It's all right  
for us Government people to prepare the facts - and  
it's fine that you consumers listen - but we wouldn't  
either of us have any program at all if NBC hadn't  
been so generous in giving us fifteen minutes per  
week on a coast-to-coast network. That's thirteen  
hours per year. Or five-and-a-half days, figured  
over ten years. And that's a lot of time - worth  
a lot of money to any radio network.

79. SALISBURY:

You're right, Mr. Davis. NBC has performed a fine  
public service in contributing that time. And now -  
to their Executive Vice President, Frank Mullen, who  
I believe is listening up in New York - I'd like to  
say many thanks - from all of us to all of them.

80. FREYMAN:

And thanks from us consumers too.



81. MULLEN:

I am listening - here in New York - and I'd like to thank all of you for the way you've cooperated with us over these past ten years. You consumers, as well as the Department of Agriculture.

Ten years ago, when Consumer Time went on the air, no one foresaw that this simple, homey program would become a vital weapon on war.

But the first producers of the program, the United States Department of Agriculture and the General Federation of Women's Clubs, planned better than they knew. They had one objective in mind in the beginning, which they wanted to impress upon the women of America more than any other; that is, that keeping the nation healthy is not a matter of luck but of thoughtful, individual planning. They have succeeded. The program has helped American homemakers to become more effective and conscientious consumers.

My old friend, Morse Salisbury, was at the microphone when Consumer Time first went on the air. His being with us is evidence of his continuing interests.

Today, under the auspices of the Food Distribution Administration of the Department of Agriculture, the program is carrying on the tradition of service to the consumer. Outstanding among the experts whom we congratulate today are Chester Davis, War Food

(MORE)





Administrator; Roy Hendrickson, Director of the Food Distribution Administration; Dr. Henry C. Sherman, one of the country's great nutritionists; and Hazel K. Stiebling, Assistant Chief of the Bureau of Human Nutrition and Home Economics.

Through the years NBC has been the transmitting agency to the listener. We are proud to be able to perform this public service. This service is possible only because your American system of radio is free. We can broadcast programs like this through the independent radio stations affiliated with us on the NBC network, because broadcasting, like the press, is supported by advertising. You, the listeners, may buy the goods advertised on commercial programs - or you may just listen and enjoy. This is the free American system of radio. NBC will continue to give you the best programs we can for your entertainment and information.



82. ANNOUNCER: (FROM NEW YORK) And so CONSUMER TIME completes ten years and starts a new decade. Next week's program will be about Rations for Babies - and how you can best feed your child, in spite of wartime restrictions. So listen in - same time, same station.

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 . Heard on today's program were Evelyn Freyman,  
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 C Mrs. John L. Whitehurst, President of the General  
 U Federation of Women's Clubs - Chester Davis and Morse  
 T Salisbury, Administrator and Deputy Administrator of  
 . the Food Distribution Administration - and Frank  
 .  
 . Mullen, Executive Vice President of NBC.  
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CONSUMER TIME is a public service of NBC and the associated radio stations, presented by the Food Distribution Administration and other Government agencies working for consumers.

CONSUMER TIME has come to you from Washington, Chicago and New York.

This is the National Broadcasting Company.

